

# Juliana's Animal Sanctuary



Annual Report 2017



Report September 2016 - December 2017  
February 18, 2018

Dear Donors,

Firstly, we want to wish you all a happy new year and send you our heartfelt gratitude for your kindness these last 15 months. Without your help, we could not have survived, what to speak of continuing this important work here.

We have done a lot of work on the property since we purchased it in October 2016. Fences were erected, shelters built for all the animals, including the cows, pigs, and horse, and there were also renovations on the house to better accommodate the many volunteers that come to stay with us.

One of the best things about this new property is that we are able to make it a fully accessible and public animal sanctuary, because we have no fear of the people dumping animals, since we are in a safe neighborhood and the community is gated. It also has good public transport, is close to the city and is a pleasant drive.

We really appreciate your support and hope that you will stay with us as we try to promote equality for all beings through our advocacy and our example of love and care for the most vulnerable animals in Colombia.

Warmest regards,

Juliana Castaneda Turner  
Co-founder and Director



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## New Short Film

Cameron Brown visited the sanctuary and made this lovely short film promoting our missions. See it on youtube:

[https://www.youtube.com/watch?v=Ty8\\_hYA8BnE&feature=youtu.be](https://www.youtube.com/watch?v=Ty8_hYA8BnE&feature=youtu.be)



[www.JulianasFarm.org](http://www.JulianasFarm.org)

USA Phone: 301 880 1107

*Juliana's Animal Sanctuary* is a registered Non-Profit in USA (EIN 47-3548963)

and Colombia ID: S0047841.



## Rescued Animals

During 2017, we rescued 21 animals, including 1 pig, 4 rabbits, 4 chickens, 2 roosters, 7 dogs, 2 turkeys and 1 new male calf, who we named Gopal.



*Bernie Sundara and Gopal*

We have 84 animals currently under our care:

<b>Cow &amp; Bulls</b>	4
<b>Horse</b>	1
<b>Pigs</b>	3
<b>Chickens and Roosters</b>	18
<b>Rabbits</b>	7
<b>Dogs</b>	38
<b>Cats</b>	10
<b>Turkeys</b>	2
<b>Turtle</b>	1

You can read some of these rescue stories here:

- [Rescued Turkeys Meet each other for first time](#)
- [He is Just a Puppy that Wants a New Life](#)
- [Old Dog Hit by a Car is Paralyzed](#)

However, most of the stories we post are only on the Sanctuary Facebook page [www.Facebook.com/julianasAnimalSanctuary](http://www.Facebook.com/julianasAnimalSanctuary)

## Long-term Volunteers

### Amelia Ross

Canadian born Amelia Ross, who was recently with Sea Shepherd as their head chef has been volunteering now for 3 months at JAS and will return to us again after another stint with Sea Shepherd during the summer.



### Julie and Patrick

Earlier last year, we also had a wonderful Canadian family, Julie, Patrick and their son, Max volunteered for 3 months at JAS, offering tremendous help. Patrick even built a shelter for the young bulls, Gopal and Sundara and our horse, Shyam.



### Nicola Dahle

We bid farewell to another wonderful volunteer from Norway, Nicola Dahle who actually spent an entire year with us in Colombia caring for all the animals and training other volunteers.

Nicola was a tremendously important asset to the success of our project. She originally volunteered for a few weeks at our other property and then agreed to come and stay for one year!





## Food Quality

All the animals get a healthy diet of grains, fruits, and vegetables, including the dogs who are fed a special vegan dog food that is delivered to us from the city of Cali, about a 10-hour drive by truck to our sanctuary.





## Medical Emergencies

Our hen, Kunti, was the first chicken in the country to have a surgery on her leg. We are happy to report that the surgery was successful and she is enjoying life again. Both the baby calves also had surgeries, Poldark the pig, and our dogs, Bo to repair his legs, and Eden who was raped before we rescued her, had 5 major surgeries to repair her hips, legs and anus. The cost of all these surgeries was well over \$5000. We also sponsored sterilization surgery for 150 street dogs.







*Kunti, the first chicken in Colombia to have leg surgery.*



*Bo's story has been very popular on social media.*

## Social Media Outreach

Our main outreach platform is Facebook and Instagram. We get a lot of engagement and positive feedback from our daily posts. Here are some examples. As you can see, Juliana's son, Bhimal Fox is also featured. In fact, he has his own [Facebook page](#) where Juliana promotes vegan parenting. Bhimal has also been featured in [The Dodo](#) and [GaryTV](#).

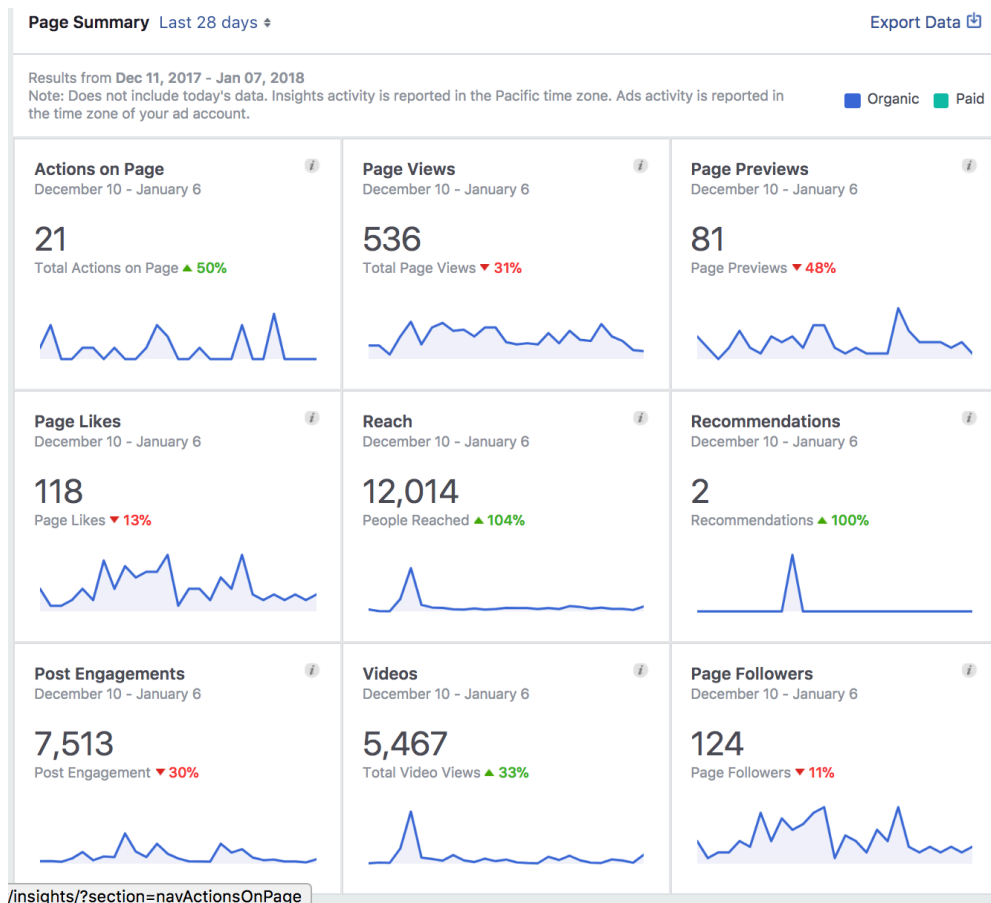
<p><b>The Dodo</b> @dodo</p> <p>This kid just met a cow and it was love at first sight (@JulianasFarm)</p>  <p>0:14 140K views</p> <p><b>Kid Loves Rescue Cow</b> This kid just met a cow and it was love at first sight (@JulianasFarm)</p> <p>7:04 PM · 17 Sep 2017</p> <p>789 Retweets 2,805 Likes</p> <p>20 789 2.8K</p>	<p><b>Juliana's Animal Sanctuary</b> Published by Juliana Castañeda Turner · 15 December 2017 at 09:41 ·</p> <p>We want to introduce you one of our two new rescued rabbits who arrived yesterday... She is Barbra! We named her after "Barbra Streisand" for her beauty and uncanny resemblance. She was abandoned in a green area in the middle of the city, and a woman saw her with her friend and contact us to help her. She and her friend Rey were very easy to catch because they are extreme friendly. They both have a terrible skin problem (scabies) as you can see on her nose, and will have a l... See more</p>  <p>738 people reached</p> <p>Boost Post</p>
<p><b>Juliana's Animal Sanctuary</b> Published by Juliana Castañeda Turner · 29 November 2017 ·</p> <p>Kunti made history yesterday by being the first chicken in Colombia to undergo surgery (fixing her broken femur) and she is doing great! In Colombia, chickens are only worth \$2 and are seen as cheap commodity and food. For us, Kunti is someone special and we love and cherish her</p>  <p>3,365 people reached</p> <p>Boost Post</p>	<p><b>Juliana's Animal Sanctuary</b> Published by Diana Hall · 12 November 2017 ·</p> <p>This is Bhimal! He was born at the Sanctuary where he sees all the animals as his equals. He knows they are his friends and family. Many of the educational projects at Juliana's Animal Sanctuary focus on parents. We provide education about veganism and vegan cooking workshops to help parents support their children in their vegan decisions. Parents play such a vital role in how their children view their food choices and the respect they have for other living beings. We all have a big opportunity to change the future and make the world a better place for everyone. It starts with an open mind and compassion!</p>  <p>1,779 people reached</p> <p>699 Views</p> <p>Boost Post</p>





## Insights

The following image is the data for the last 28 days on the Sanctuary Facebook page. As you can see, our videos are increasing in their reach.





## Vegan Cooking Workshops

Advocacy has always been major component of our project here from the beginning. In terms of animal rights, Colombia is probably ten years behind the United States. So there is a lot to do but we feel up to the task and have some new innovative projects underway.

You'll be pleased to learn that we got a grant from **The Unbound Project** for \$10,000 CAD. The story was featured on the Unbound website last year.

<http://unboundproject.org/current-stories/juliana-castaneda/>

With this grant, we have already given 12 free vegan cooking workshops, with a focus on parents and we plan to do 2 per month. The rule is each participant has to bring along one non-vegan family member. See story here:

<https://julianasanimalsanctuary.org/vegan-cooking-workshops-colombia/>

So far we have had 240 people have participated in these workshops.

The Pollination Project also awarded us a grant of \$3000 to conduct vegan cooking workshops.



*Juliana teaching how to make a vegan cake*



*Students get hands on training*



*Paul teaching them how to make vegan samosas*

### 3D Visual Experience

We also purchased two sets of 3D vision glasses to show the reality behind the meat trade and to our knowledge we will be the first to offer this experience in Colombia. We will be visiting one of three colleges, Universidad de la sale (15,190 students), Universidad Javeriana (13,000 students), Universidad del Rosario (13,900 students) one day a week with these and plan to get 100 students each time to use them.





## Educational Materials

We are going to launch the first vegan comic for kids and teens with the help of our vegan friend and award-winning Chilean artist, Juan Faundez. 20,000 copies of this magazine will be printed and distributed for free in schools and universities. Some of the artwork will be presented in 3D art and some as sketches. The government schools we will visit will be the same ones that Juliana has already given talks at in the past, COLEGIO DEPARTAMENTAL DOMINGO SAVIO, COLEGIO TECNICO COMERCIAL, COLEGIO CAMPESTRE LOS ENCENILLOS and MARIANO OSPINA RODRIGUEZ.



*A sample of the artwork in the new comic*



## Vegan Food Relief

Juliana is also the founder of Meat-Free Monday in Colombia [www.lunessincarne.co](http://www.lunessincarne.co) and has coordinated 4 free vegan meal distributions in Bogota and one in the city of Medellin with the local Food for Life Colombia that she manages, where vegan information is also given out.



People getting packaged vegan cakes on the street





Colombia, South America USA EIN: 47-3548963

## Public Lectures & Advocacy

Juliana gave 3 talks at the first ever vegan festival in Bogota, where she spoke about veganism and the sanctuary.

**8 ENERO 2017 VEG FEST CRA 7 CON 82**

*Colombia*

**11AM "EMPRENDIMIENTO ANIMALISTA" NEGOCIOS QUE PODEMOS HACER PARA ASÍ PODER AYUDAR ANIMALES**  
**BATMAN ROBERTO CAMARGO SALCEDO**  
CREADOR DE LA FUNDACION PROTECTORA AMBIENTAL CONTRA LA TORTURA ANIMAL (PATA)

**12:30PM IMPORTANCIA DE LOS SANTUARIOS DE ANIMALES EN EL MOVIMIENTO POR LOS DERECHOS DE LOS ANIMALES**  
**JULIANA CASTAÑEDA TURNER**  
DIRECTORA Y CO FUNDADORA DEL PRIMER SANTUARIO DE ANIMALES EN COLOMBIA Y ESCRITORA DEL PRIMER LIBRO DE COCINA VEGANA EN COLOMBIA

**2PM FOOD YOGA - NUTRIR EL CUERPO, LA MENTE, Y EL ALMA**  
**PAUL RODNEY TURNER**  
"THE FOOD YOGI", HUMANITARISTA, AUTOR, DISEÑADOR, NUMERÓLOGO, RAW CHEF, GUÍA ESPIRITUAL

**DÍA DE MERCADO VEGANO - PRODUCTOS SÍN SUFRIMIENTO ANIMAL**  
ROPA, ARTÍCULOS DE HIGIENE PERSONAL, COSMÉTICO, ASEO, COMIDA SALADA Y DULCE, REPOSTERÍA, LICUADOS, BEBIDAS, HUERTAS ORGÁNICAS, Y MÁS

**TALLERES**  
**1:30PM GRECHKA - ALFORFÓN, RAUL WIERZBICKAYA**  
**3PM LECHES VEGETALES, JENNY SOLER**

FACEBOOK.COM/COLOMBIAVEGFEST

In August, 2017, Paul and Juliana attended the annual Animal Rights Conference where she met with many of the donors and supporters.



*Juliana talking at the IVU Vegfest in Argentina*







*Juliana giving a talk at Rosario University in Bogota*

## Protesting

In February, we all attended the rally to protest the re-introduction of Bullfighting in Bogota. See story here:

<https://julianasanimalsanctuary.org/bullfight-back-colombia/>



*Juliana and her son, Bhimal protesting bullfighting. Over 20,000 attended. Juliana has the only 3 protected bulls in the country.*

## IVU Vegfest in Colombia

The Vegetarian Union for Latin America (UVLA) recently elected Juliana to be the new president and this means she will be coordinating the IVU Vegfest #12 which will take place for the first time ever, in Colombia! This event is the biggest vegan event in South America and goes on for 3 days with speakers from all over the world. It is similar to the animal rights conference in the US and connected with the International Vegetarian Union Vegfests that take place around the world. IVU website is [www.IVU.org](http://www.IVU.org)

Naturally, Juliana's Animal Sanctuary will be the host and will get maximum exposure. We will also include a visit to the sanctuary as part of the conference activities.

The event will be over 3 days and we expect to get at least 300 people a day.

## Emergency Food Relief

For some time now, Juliana has been the Food for Life Global coordinator for South America. Despite her busy schedule, she oversaw relief efforts for the mudslides in Colombia, arranging for a team of volunteers to visit the disaster area to provide vegan meals and medical assistance to animals. Juliana raised the funds through GoFundme.



More recently, she oversaw vegan food relief in Mexico after the massive earthquake. See: <https://ffl.org/11699/ffl-mexico-responds-immediately-to-massive-earthquake/> and has been instrumental in establishing successful Food for Life projects in Chile and Argentina.



## Volunteers

Over the last 14 months, we have accommodated 29 volunteers from 9 different countries, as well as 7 local people. The visitors spent from 1 – 4 week each at the sanctuary, whereas the locals would come for the day. Each of these volunteers got to experience the joy of caring for our animals and the lovely vegan meals we prepare for them. They left with a smile and told their friends back home.

Colombian people are very open to advocacy and they book visits all the time to the sanctuary. However, what Colombians are not ready to do is donate and volunteer, this is because most people cannot afford to donate and they cannot volunteer because they are working to make money. Most people work between 10-12 hours a day, but still they make efforts to come and visit us.





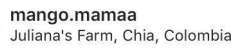


Here are just some examples of volunteers reporting on their positive experience at the sanctuary.



Liked by jaggy\_juli, farmsanctuarysa and 108 others  
 aammeelliia Spending my 4TH VEGANNIVERSARY with this gentle giant 🥰 4 years ago, it was a cow in New Jersey that made me remove dairy from my diet. Today it's a cow (and 98 other animals) in Colombia who continue to teach me compassion. Thank you for





**mango.mamaa** Thanks to everyone for purchasing that #GOVEGAN pro cycling kit! \$10 off of every uniform will go towards [@julianiansanimalsanctuary](#) and these two babies! 🥰🥰 We will be back this week at the sanctuary with a whole lot of food from the market for all the animals! 🥰 Thank you all so much for your help and trust and support and everything! Bernie and Feeney say THANKMOOOOOOO!!! 🍕



mango.mamaa 🎬 NEW VIDEO ABOUT  
@julianasfarm WITH GERMAN / ENGLISH SUBTITLES  
(link in bio) 🎬

**hellolavida**  
Colombia



hellolavida I've made it to @julianasanimalsanctuary and am now a volunteer 🙌 This is the only animal sanctuary in Columbia. All the animals here are rescued, some of them have endured horrible fates, in this place they are finally being treated like proper beings with feelings and a life worth living! #govegan *being a vegetarian, being a vegan and a vegetarian*



**stressministerin54** Volunteering in the best animal sanctuary I have ever seen: Juliana's Animal Sanctuary in Columbia, close to Bogotá/Chia ❤️ It's incredible what these people have achieved there. They truly do everything they can for animals and don't exclude any species! I had such a great time which I'm very grateful for. .



## Visitors

During 2017, we had over 200 visitors to the sanctuary, who all got a tour of the sanctuary and an introduction to the animals as well as a vegan snacks. Please keep in mind that most of last year we were building the sanctuary infrastructure, so we could not dedicate as much time as we have would liked. Our plan is to increase visitation substantially going forward.





## Cassandra Bankson

Cassandra is an extremely popular Youtube celebrity with a million subscribers. Her and her mother visited the sanctuary and are now vegan and Cassandra has done tremendous promotion of the sanctuary through her social media.



**cassandrabankson**  
Juliana's Animal Sanctuary



902 likes

**cassandrabankson** Did you know that cows love coffee too? ❤️☕🐮 @julianasanimalsanctuary is the only no-kill animal shelter in Colombia, and my experience there has truly changed my life. 🦋 This cow, Bernie, was rescued from a lab with a fate of testing. He now lives vibrantly, loves nose scratches and afternoon cuddles. 💕💕



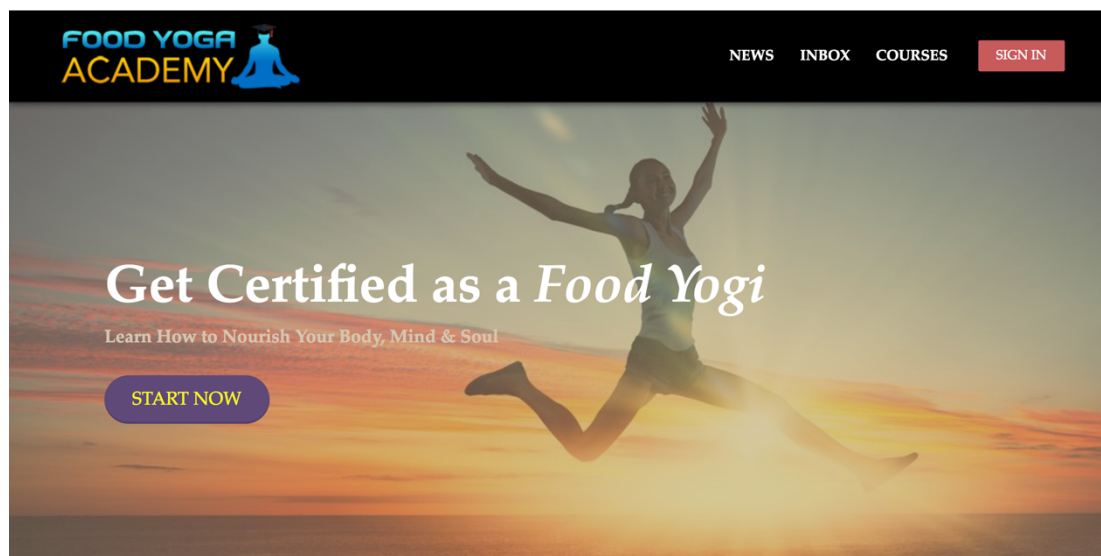
## Food Yoga Academy



This project is in stage one of development wherein all the training is online, however, in the master level training, students will be invited to visit the sanctuary and learn directly from Paul and Juliana.

Our vision is to acquire the adjoining lands so that we can develop the full expression of this project which will include providing cabins for accommodation, a yoga studio and a health and wellness center, with all the profits benefitting the sanctuary.

For now, the academy is hosted online only at [www.foodyogaacademy.com](http://www.foodyogaacademy.com) offering level 1 and 2 of Food Yogi Certification. The master level will be taught in person at the sanctuary. We already have 20 students enrolled.





## Financial Report

### Juliana's Animal Sanctuary Statement of Activity January - December 2017

	<u>Total</u>
<b>Revenue</b>	
Billable Expenditure Revenue	734.75
Donations	362,632.16
Income	5.48
Non Profit Income	2,188.99
PayPal Donations	77,004.97
GoFund Me	8,782.40
Total PayPal Donations	<b>\$85,787.37</b>
Refunds-Allowances	1,458.27
<b>Total Revenue</b>	<b>\$452,807.02</b>
<b>Gross Profit</b>	<b>\$452,807.02</b>
<b>Expenditures</b>	
Advertising	267.31
Animal Food and Supplies	30,044.81
Auto	128.40
Petrol	750.29
<b>Total Auto</b>	<b>\$878.69</b>
Bank Charges	1,600.68
Charitable Donations	705.42
Disposal Fees	48.15
Dues & Subscriptions	410.31
Education & Training	1,056.43
FFL Vegan Meal Distribution	27,122.85
Fundraising Costs	0.76
Hosting and Domain Names	461.99
Infrastructure (shelter, fences, equipment)	96.69
Internet Services & IT support	318.86
Job Materials	5,271.60
Legal & Professional Fees	684.57
Accounting	412.30
<b>Total Legal &amp; Professional Fees</b>	<b>\$1,096.87</b>
Meals and Entertainment	335.13
Medical Care	717.71
Office Expenses	1,019.35

[www.JulianasFarm.org](http://www.JulianasFarm.org)

USA Phone: 301 880 1107

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and Colombia ID: S0047841.





Member Appreciation	127.17
Phone and Skype	848.94
<b>Total Office Expenses</b>	<b>\$1,995.46</b>
Office/General Administrative Expenditures	310.80
Other General and Admin Expenses	155.80
PayPal Fees	1,460.03
Promotional	1,089.34
Property purchase	297,000.00
Shipping and delivery expense	178.09
Software	826.15
Subcontractors	17,120.44
Supplies	544.56
Travel	8,776.90
Travel Meals	1,080.79
Utilities	14,242.45
Veterinarian	20,684.16
Volunteer Meals	4,562.86
Volunteer Supplies	272.63
Web Management and Development	1,926.28
<b>Total Expenditures</b>	<b>\$442,661.00</b>
<b>Net Operating Revenue</b>	<b>\$10,146.02</b>
Other Revenue	
Reimbursement	262.04
<b>Total Other Revenue</b>	<b>\$262.04</b>
Other Expenditures	
Miscellaneous	66.83
<b>Total Other Expenditures</b>	<b>\$66.83</b>
<b>Net Other Revenue</b>	<b>\$195.21</b>
<b>Net Revenue</b>	<b>\$10,341.23</b>

\* Grant from OM foundation in 2017. The other part of the grant was given in 2016.

\*\* Please note that \$20,000 of the **vegan meal distribution** total was actually money collected by *A Well-Fed World* on behalf of *Food for Life Global*, however, they sent it to the JAS paypal account and we then forwarded it to Food for Life Global in Europe.